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Gay Marriage Is Now a Brilliant Marketing Tool For Trendy Tees



Don't be jealous because Revenge Is, a self-described "eco-activist fashion company" (like [Tom's Shoes](#)), beat you to exploiting same-sex marriage for a few sales. At Los Angeles boutique Kitson last week, (straight-y) actor Hal Sparks "married" Smith & Pyle bandmates Missi Pyle and Shawnee Smith in a faux ceremony hosted by E! personality Giuliana Rancic, which came complete with staged protesters. Aww! Sales of the label's "All Love Is Equal" tee will benefit Prop 8's 2010 repealers Love Honor Cherish, [explains](#) Revenge Is founder Marilyn Barrett.



But let's get one thing straight: Revenge Is isn't the first to turn gay marriage into a marketing and sales opportunity: [Marc Jacobs](#) has been cashing in since the summer.

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